

## Message Text

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PAGE 01 HONG K 03805 01 OF 02 060211Z  
ACTION EB-08

INFO OCT-01 EA-09 ISO-00 USIA-15 AGRE-00 XMB-04 TRSE-00  
AID-05 FEA-01 /043 W  
-----060310Z 076382 /75  
P 050408Z APR 77  
FM AMCONSUL HONG KONG  
TO USDOC WASHDC PRIORITY  
SECSTATE WASHDC PRIORITY 4387

UNCLAS SECTION 1 OF 2 HONG KONG 3805

E.O. 11652: N/A  
TAGS: BEXP, HK  
SUBJECT: COUNTRY COMMERCIAL PROGRAMS - PRELIMINARY FY 1979  
INPUTS

REF: STATE 44899

### 1. CAMPAIGN INITIATIVES

#### A. TITLE: INCREASE U.S. MARKET SHARE OF EQUIPMENT FOR WATER AND GAS DISTRIBUTION SYSTEMS

CAMPAIGN NO. 1

PRIORITY RANK: 1

JUSTIFICATION: HKG'S DELIBERATE POLICY OF DISPERSING  
POPULATION AWAY FROM OVER-CROWDED URBAN AREAS INTO NEW TOWNS  
BEING CREATED IN THE NEW TERRITORIES AND ON OUTLYING ISLANDS,  
PLUS RESORT DEVELOPMENT ON LANTAU ISLAND, WHICH IS LARGER THAN  
HONG KONG ISLAND, WILL GREATLY INCREASE DEMAND FOR EQUIPMENT  
USED IN PUMPING, REGULATING AND METERING WATER AND GAS.

#### B. TITLE: INCREASE U.S. MARKET SHARE OF EQUIPMENT FOR SEWAGE SYSTEMS

CAMPAIGN NO. 2

PRIORITY RANK: 2

JUSTIFICATION: FOR REASONS GIVEN IN CAMPAIGN NO. 1,  
DEMAND WILL SUBSTANTIALLY INCREASE FOR NEW SEWAGE SYSTEMS,  
INCLUDING BOTH COLLECTION SYSTEMS AND TREATMENT PLANTS.

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#### C. TITLE: INCREASE U.S. MARKET SHARE OF MATERIALS HANDLING EQUIPMENT AND WAREHOUSING SYSTEMS

CAMPAIGN NO. 3

PRIORITY RANK: 3

JUSTIFICATION: INCREASING CONGESTION IN HONG KONG'S  
VERTICALLY DEVELOPED INDUSTRIAL AND WAREHOUSING DISTRICTS  
IS INCREASING NEED FOR SOPHISTICATED SYSTEMS FOR STORING,

RETRIEVING AND MOVING RAW MATERIALS AND FINISHED GOODS,  
INCLUDING EVERYTHING FROM PALLET SYSTEMS TO HOISTS CAPABLE  
OF LIFTING STANDARD 40 FOOT CONTAINERS UP 16 FLOORS OR MORE.

D. TITLE: INCREASE U.S. MARKET SHARE OF GRAPHIC ARTS  
EQUIPMENT AND SUPPLIES

CAMPAIGN NO. 4

PRIORITY RANK: 4

JUSTIFICATION: HONG KONG'S PRINTING INDUSTRY IS GROWING  
FASTER THAN LOCAL REQUIREMENTS FOR PRINTING SERVICES DUE TO  
EXPANDING EXPORTS. FUTURE OF EXPORT COMPETITIVENESS THREATENED  
BY RISING WAGE RATES WHICH NECESSITATE INCREASING INVESTMENT  
IN MORE EFFICIENT EQUIPMENT. EXPORT REQUIREMENT ALSO WILL  
INCREASE DEMAND FOR HIGH QUALITY INKS, PAPER, PRINTING PRESSES,  
AND COLOR SEPARATION SYSTEMS.

E. TITLE: INCREASE U.S. MARKET SHARE OF SECURITY EQUIPMENT

CAMPAIGN NO. 5

PRIORITY RANK: 5

JUSTIFICATION: DUE TO PROBLEMS SIMILAR TO MOST MAJOR  
METROPOLITAN AREAS OF THE WORLD, THERE IS INCREASING DEMAND IN  
HONG KONG FOR SECURITY SYSTEMS, ESPECIALLY FOR HOTELS, LUXURY  
APARTMENT BUILDINGS, COMMERCIAL ORGANIZATIONS HANDLING HIGH  
VALUE MERCHANDISE, AND FACTORIES WHICH STOCK EXPENSIVE COMPONENTS.  
NEEDS RANGE FROM SIMPLE LOCKS TO VIDEO MONITORING SYSTEMS.

F. TITLE: INCREASE U.S. MARKET SHARE OF METAL WORKING

MACHINE TOOLS FOR LIGHT AND HIGH PRECISION

INDUSTRIES

CAMPAIGN NO. 6

PRIORITY RANK: 6

JUSTIFICATION: HONG KONG'S LIGHT INDUSTRIES PROVIDE A  
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POTENTIALLY GOOD MARKET FOR U.S. METAL WORKING AND FINISHING  
EQUIPMENT RANGING FROM MOLD MAKING EQUIPMENT FOR THE PLASTICS  
INDUSTRY (HONG KONG'S SECOND LARGEST INDUSTRY) TO FINISHING  
AND PLATING EQUIPMENT FOR MAKING WATCHBANDS. (HONG KONG IS WORLD'S  
MAJOR SUPPLIER OF WATCHBANDS).

G. TITLE: INCREASE U.S. MARKET SHARE OF SHIP REPAIR

EQUIPMENT

CAMPAIGN NO. 7

PRIORITY RANK: 7

JUSTIFICATION: HONG KONG'S SHIPYARDS ARE LOSING REPAIR  
BUSINESS TO TAIWAN BECAUSE OF WAGE DIFFERENTIALS. ALTHOUGH  
HOME PORT FOR MANY OF WORLD'S MAJOR MERCHANT FLEETS, HONG KONG'S  
EXTENSIVE DRYDOCKING, SLIPPING, REPAIR AND MAINTENANCE  
FACILITIES MUST INVEST IN LABOR SAVING DEVICES AND MACHINERY  
TO HOLD EXISTING LEVELS OF BUSINESS AND REGAIN THAT ALREADY  
LOST. PRC PLANNING JOINT VENTURE WITH HONG KONG FIRM TO  
ESTABLISH MAJOR NEW SHIPYARD IN HONG KONG TO SERVICE GROWING  
PRC MERCHANT FLEET.  
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ACTION EB-08

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AID-05 FEA-01 /043 W  
-----060309Z 076444 /75

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FM AMCONSUL HONG KONG  
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UNCLAS SECTION 2 OF 2 HONG KONG 3805

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## 2. NON-CAMPAIGN INITIATIVES

### ACTIVITY NO. 1

EXPAND INTEREST IN U.S. PRODUCTS VIA AUDIO VISUAL PRESENTATIONS  
MAKE INCREASED USE OF BOTH FILMS AND VTRS IN PROMOTING U.S.  
PRODUCTS TO LOCAL INDUSTRY AND TRADE GROUPS.

### ACTIVITY NO. 2

CONTINUE TO MONITOR MAJOR PROJECTS  
CLOSELY FOLLOW LOCAL DEVELOPMENTS VIA PERSONAL CONTACTS  
WITH GOVERNMENT AND BUSINESS SOURCES AND BY MONITORING THE PRESS  
IN ORDER TO PROVIDE LEADS TO USDOC AS EARLY AS POSSIBLE. FURNISH  
STATUS REPORTS ON THOSE PROJECTS.

### ACTIVITY NO. 3

ENCOURAGE INSPECTION VISITS OF HONG KONG GOVERNMENT OFFICIALS  
TO U.S.

WHEN CONTEMPLATING PURCHASE OF MAJOR PIECES OF EQUIPMENT  
OR MAJOR SYSTEMS, HONG KONG GOVERNMENT OFFICIALS PREFER TO SEE  
THOSE ITEMS IN OPERATION AND TALK WITH ACTUAL USERS. GOVERNMENT  
DEPARTMENTS GENERALLY HAVE TRAVEL FUNDS FOR THIS PURPOSE.

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PREVIOUSLY, MOST OF THESE TRIPS HAVE BEEN TO THE U.K., EUROPE, OR CANADA. UNDER THIS ACTIVITY, CONSULATE WOULD PROVIDE INFORMATION ON INSTALLATIONS OF SUITABLE U.S. EQUIPMENT AND/OR SYSTEMS IN THE U.S. AND OFFER TO MAKE APPOINTMENTS AND PROVIDE U.S. ITINERARIES FOR HONG KONG GOVERNMENT OFFICIALS.

ACTIVITY NO. 4

GENERATE TRADE OPPORTUNITIES FOR U.S. CONSUMER GOODS DEVELOP TRADE OPPORTUNITIES FOR U.S. CONSUMER PRODUCTS THROUGH PERSONAL CONTACTS WITH DECISION MAKERS IN TRADING COMPANIES AND MAJOR DEPARTMENT STORES.

ACTIVITY NO. 5

PROVIDE HONG KONG INSERTS IN TRADE U.S.A. TO GENERATE INTEREST IN U.S. PRODUCTS AND SERVICES

CONSULATE WILL CONTINUE TO SCREEN USDOC PUBLICATIONS FOR ARTICLES ON NEW PRODUCTS AND SERVICES OF SPECIAL INTEREST TO HONG KONG. THESE ARTICLES WILL BE CLIPPED, TRANSLATED INTO CHINESE, AND FORWARDED TO RSC MANILA FOR INCLUSION IN HONG KONG EDITION OF TRADE U.S.A.

ACTIVITY NO. 6

FOREIGN BUYERS PROGRAM

PROMOTE VISITS BY GROUPS OF LOCAL BUSINESSMEN TO APPROPRIATE TRADE SHOWS IN THE U.S.

ACTIVITY NO. 7

SUPPORT OF REGIONAL TRADE CENTERS

SUPPORT ACTIVITIES OF U.S. TRADE CENTERS IN THE ASIAN REGION BY ASSISTING IN THE RECRUITMENT OF REGIONAL AMERICAN FIRMS IN HONG KONG AS EXHIBITORS IN THE SHOWS AND BY ENCOURAGING LOCAL BUSINESSMEN TO VISIT SHOWS.

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